

**AMENDMENTS TO THE CLAIMS**

Claims 1-19 (Cancelled)

20. (Currently Amended) The selectively mountable display apparatus of Claim 33, said pressing and holding device further comprising a container for accommodating said convex portion so that it the convex member can protrude from and retract into said axial member, an elastic member for pressing said convex portion into a protruding state, and a stopping member for restricting movements of said convex portion which are caused by this elastic member.

21. (Previously Presented) The selectively mountable display apparatus of Claim 32, said convex portion being spherical in shape.

22. (Previously Presented) A selectively mountable display apparatus suitable for mounting on a supporting base attached to a surface, said apparatus comprising:  
a cabinet containing a media presentation device, said cabinet being separate from said supporting base such that said cabinet must be combined with said supporting base in order to mount said apparatus to said surface~~The selectively mountable display apparatus of Claim 29, said cabinet having a plurality of attaching portions, to any of which said axial member is attached, at a plurality of positions thereof;~~

a mounting device disposed in said cabinet for combining said cabinet with said supporting base, said mounting device comprising an axial member disposed in said cabinet such that said cabinet may be mounted at a plurality of rotational orientations with respect to said supporting base, using said axial member as an axis of rotation;  
and

an operating mechanical unit disposed in said cabinet for establishing or cancelling the combination of said cabinet and said base wherein said operating mechanical unit connects said cabinet to said base using said axial member by inserting or retracting a protruding portion of said axial member disposed in said cabinet to and from said base such that said protruding portion is inserted into said base along the same line where said axial member is disposed, and such that the connection of said protruding member and said base facilitates rotation of said cabinet with respect to said base about said axial member.

23. (Currently Amended) A selectively mountable display apparatus suitable for mounting on a supporting base attached to a surface, said apparatus comprising:

a cabinet containing a media presentation device, said cabinet being separate from said supporting base such that said cabinet must be combined with said supporting base in order to mount said apparatus to said surface;

a mounting device disposed in said cabinet for combining said cabinet with said supporting base, said mounting device comprising an axial member disposed in said cabinet such that said cabinet may be mounted at a plurality of rotational orientations with respect to said supporting base, using said axial member as an axis of rotation; and

an operating mechanical unit disposed in said cabinet for establishing or cancelling the combination of said cabinet and said base wherein said operating mechanical unit connects said cabinet to said base using said axial member by inserting or retracting a protruding portion of said axial member disposed in said cabinet to and from said base such that said protruding portion is inserted into said base along the same line where said axial member is disposed, and such that the connection of said protruding member and said base facilitates rotation of said cabinet with respect to said base about said axial member~~The selectively mountable display apparatus of Claim 29,~~

wherein said display apparatus comprises a plurality of cabinets, each of which is said cabinet.

24 - 31. (Cancelled)

32. (Currently Amended) A selectively mountable display apparatus suitable for mounting on a supporting base attached to a surface, said apparatus comprising:

a cabinet containing a media presentation device, said cabinet being separate from said supporting base such that said cabinet must be combined with said supporting base in order to mount said apparatus to said surface;

a mounting device disposed in said cabinet for combining said cabinet with said supporting base, said mounting device comprising an axial member disposed in said cabinet such that said cabinet may be mounted at a plurality of rotational orientations with respect to said supporting base, using said axial member as an axis of rotation; and

an operating mechanical unit disposed in said cabinet for establishing or cancelling the combination of said cabinet and said base wherein said operating mechanical unit connects said cabinet to said base using said axial member by inserting or retracting a protruding portion of said axial member disposed in said cabinet to and from said base such that said protruding portion is inserted into said base along the same line where said axial member is disposed, and such that the connection of said protruding member and said base facilitates rotation of said cabinet with respect to said base about said axial member; and

an attitude setting unit disposed in said cabinet for, when said cabinet is combined with said base, allowing for the determination of a rotational attitude of said cabinet with respect to said base for a plurality of positions such that a plurality of fixed positions are set within the rotational range of said cabinet with respect to said base wherein said cabinet may be mounted to said base in any of said fixed positions and may be rotated between said fixed positions while mounted to said base. ~~The selectively mountable display apparatus of claim 31, said attitude setting mechanical unit further~~

comprising a retractable convex portion protruding from the outer surface of said axial member.

33. (Currently Amended) A selectively mountable display apparatus suitable for mounting on a supporting base attached to a surface, said apparatus comprising:

a cabinet containing a media presentation device, said cabinet being separate from said supporting base such that said cabinet must be combined with said supporting base in order to mount said apparatus to said surface;

a mounting device disposed in said cabinet for combining said cabinet with said supporting base, said mounting device comprising an axial member disposed in said cabinet such that said cabinet may be mounted at a plurality of rotational orientations with respect to said supporting base, using said axial member as an axis of rotation; and

an operating mechanical unit disposed in said cabinet for establishing or cancelling the combination of said cabinet and said base wherein said operating mechanical unit connects said cabinet to said base using said axial member by inserting or retracting a protruding portion of said axial member disposed in said cabinet to and from said base such that said protruding portion is inserted into said base along the same line where said axial member is disposed, and such that the connection of said protruding member and said base facilitates rotation of said cabinet with respect to said base about said axial member; and

an attitude setting unit disposed in said cabinet for, when said cabinet is combined with said base, allowing for the determination of a rotational attitude of said cabinet with respect to said base for a plurality of positions such that a plurality of fixed positions are set within the rotational range of said cabinet with respect to said base wherein said cabinet may be mounted to said base in any of said fixed positions and may be rotated between said fixed positions while mounted to said base, said attitude setting mechanical unit further comprising a retractable convex portion protruding from the outer surface of said axial member and The selectively mountable display apparatus

~~of claim 32, said attitude setting mechanical unit further comprising a pressing and holding device that causes said convex portion to retract into said axial member when said pressing and holding device is pressed and remain in either a protruding or a retracted state when the holding aspect of said pressing and holding device is engaged.~~

34 - 38. (Cancelled).

39. (Currently Amended) A method for selectively mounting and de-mounting a display apparatus to a surface having a mounting base disposed thereon, said method comprising:

coupling a cabinet having a cavity that contains a display media presentation device to said mounting base using retractable axial members disposed on inside surfaces of protruding portions of said cabinet such that said axial members have a cross-sectional shape that corresponds to fitting holes disposed in said base, and wherein said axial members may be selectively retracted into or projected from said protruding portions of said cabinet with an axial member actuation device disposed within said cabinet and further wherein said axial members are disposed along an axial line and enable said cabinet to be rotatably mounted to said base, with said axial line comprising the axis of rotation; and~~The method of claim 34, said method further comprising:~~

rotating said cabinet by disengaging an attitude-setting unit disposed in said cabinet, rotating said cabinet to a new orientation while said cabinet is still coupled to said base, and re-engaging said attitude-setting unit to hold said cabinet in the newly selected rotational orientation.

40 - 50. (Cancelled)